

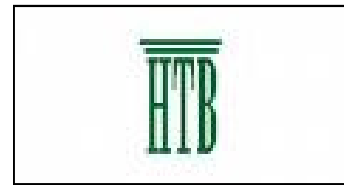
Art Works for Virginia

January 26 - 28, 2010

Agenda



We extend our gratitude to the following corporate sponsors



Please use #artworks10 for tweets related to the Art Works for Virginia conference.

TUESDAY, JANUARY 26, 2010

Pre-Conference Sessions on Arts and Cultural Districts and Public Art

12:30 p.m. **Registration**
Foyer lower level

1:00 p.m. **The ABCs of Building an Arts and Cultural District**

**Madison Jefferson/
Monroe Salons**
(lower level)

Virginia localities across the state are exploring the creation of arts cultural districts, both as an economic development tool and as support for local artists and arts organizations. Harrisonburg was the first Virginia community to create such a district. Hear from Brian Shull, Director of Economic Development for the City of Harrisonburg, about the steps to take in creating such a district, the opportunities made possible by such districts, and pitfalls to be avoided.

2:00 p.m.
Madison ./ Jefferson /
Monroe Salons
(lower level)

Update of Arts and Cultural Districts Across Virginia

Hear what is happening around the state in communities with new and cultural districts or with districts still in the planning stage. Theresa Cameron of Americans for the Arts will lead the discussion. If your community is planning to create an arts and cultural district, please bring information and materials to share.

Thank you to CultureWorks of Richmond for co-sponsoring Ms. Cameron's participation in the Art Works for Virginia conference.

3:15 p.m.
Foyer (lower level)

Break

3:30 p.m.
Madison/Jefferson/
Monroe Salons
(lower level)

Axis Alley

When sculpture professor Sarah Doherty moved to Baltimore, she horrified by the conditions of alleys and neighborhoods with high property vacancy rates. Working with students at the Maryland Institute of Art, the Baltimore Housing Authority, and the Old Goucher Neighborhood Association, Axis Alley has created site specific art works in 23 vacant properties. The goal is the transformation of the neighborhood and the extension of the cultural corridor between Station North Arts District and the Baltimore Museum of Art.

5:00 p.m.
Madison/Jefferson/
Monroe Salons
(lower level)

Business meeting of the Virginia Alliance of Local Arts Agencies

WEDNESDAY, JANUARY 27, 2009

8:30 a.m.
Foyer upper level

Registration upper level

8:30 am
Foyer lower level

Coffee, and conversation lower level, *sponsored by Huntington T. Block Insurance*

Conference participants are invited to bring up to 50 copies of brochures, studies, other printed materials, and DVDs for the handout tables.

8:30 a.m. to
5:00 p.m.
Dominion/
Commonwealth
(lower level)

Workhouse Arts Center Exhibition—*New This Year!*

A day long exhibition by artists from the Workhouse Arts Center in Lorton. In between conference sessions, participants can see (and purchase!) original works by some of our state's finest artisans.

9:30 a.m.
Salons 1 –5
(lower level)

Opening Session: *sponsored by SunTrust Bank*

Featuring the Latin Ballet of Virginia

Welcome - Peter Fields, President of Virginians for the Arts, and Nick Covatta, Chair of the Virginia Commission for the Arts

Opening Session continued

Keynote Speaker - "Roll Over Beethoven" by composer Jennifer Higdon. The past several years have seen a shudder running through the classical music world. This is an art form that has been slower than many others in remaining relevant in the current world. Participation by women in this field, however, is growing and heralds positive changes in this arena. Women are impacting the scene, both figuratively and literally, and are vital to the survival of hundreds of years of music because they continue to smash glass ceilings, or as Ms. Higdon says, create new ones. She has no problem in telling Beethoven to "move over."

Thank you to the Richmond Symphony and the Conductors Guild who are co-sponsoring Ms. Higdon's participation in the Art Works for Virginia conference.

11:00 a.m. CONCURRENT SESSIONS

Salon I - J
(upper level)

Rediscovering the Meaning and Values of Arts Participation

Many arts groups are struggling to make ends meet and preserve artistic integrity. Noted consultant Alan Brown will illustrate how arts groups of all types and sizes can re-assess their value, communicate about it more effectively, and take steps toward more relevant programs and a broader base of support.

Madison / Jefferson
(lower level)

Virginia Tourism Help Desk

Tourism is big business in Virginia. The marketing and development staff of the Virginia Tourism Corporation will provide training on how to reach vacationing families and work with the media to increase visitor spending. Learn how you can make the most of Virginia Tourism marketing leverage funding, electronic marketing, public relations and much more.

Salon 1 - 5
(lower level)

Measuring Your Success

More and more funders are asking for specific documentation of how the arts benefit communities, but traditional methods of measurement do not always work for the arts. Kelly Barsdate of the National Assembly of State Arts Agencies will present ways to think about evaluation of your work and ways to present this information to funders and the public.

Salon G - H
(upper level)

MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts*

The statewide celebration of women in the arts begins on March 1, 2010. This session will include ideas for marketing your **MINDS WIDE OPEN** programs, both locally and across the state, and suggestions of possible collaborations with other organizations in your community.

11:00 a.m. CONCURRENT SESSIONS continued

Capital
(lower level)

Virginia Art Educators Supervisors Meeting

Public school art supervisors will meet to discuss common issues. Pat Franklin of the Newport News City Schools and Barbara Laws of the Norfolk City Schools will lead the discussion.

Monroe
(lower level)

Virginia Music Educators Supervisors Meeting

Public school music supervisors will meet to discuss common issues. John Brewington of the Newport News City Schools will lead the discussion.

12:30 p.m.
Salons E—F
(upper level)

Conference Luncheon and Presentation of the Arts Build Communities Awards, *sponsored by Norfolk Southern and Cumberland Resource Group*

2:00 p.m.
Salons 4 - 5
(lower level)

Virginians for the Arts Annual Membership Meeting

2:00 p.m.
Dominion /
Commonwealth Salons
(lower level)

Workhouse Arts Center Exhibition *continues*

2:00 p.m.

Short Attention Span Sessions

Updates on funding opportunities and other resources available to Virginia arts organizations

Liberty Lounge Back
(main hotel lobby)

* **Virginia Commission for the Arts** - Cathy Welborn & Elizabeth Cantile

Madison / Jefferson Salons
(lower level)

* **Mid Atlantic Arts Foundation** - Krista Bradley

Salons 1 - 3 (lower level)

* **Virginia Foundation for the Humanities** - David Bearinger

Salons I - J (upper level)

* **Virginia Network of Nonprofit Organizations** - Deborah Barfield Williamson

Salons G - H (upper level)

* **National Endowment for the Arts** - Barry Bergey

3:00 p.m. CONCURRENT SESSIONS

Salons 4 - 5
(lower level)

Pricing Strategies for Income Growth

Under constant pressure to increase revenues, many cultural organizations use antiquated or sub-optimal pricing schemes that do not capture the full potential of demand. Steven Roth, President of the Pricing Institute in Boston, has consulted with arts organizations across the country on ways to understand value and how it is different from price, discounting practices, and revenue management.

**Madison /
Jefferson Salons**
(lower level)

Virginia Tourism Help Desk

Continuation of morning session

Salons 1 3
(lower level)

Rural Arts Roundtable - *New This Year!*

Artists and arts organizations based in rural areas have special opportunities and challenges with less competition but fewer resources. This first-ever Rural Arts Roundtable, moderated by the leaders of the Jacksonville Center in Floyd, will allow participants to share their successes and problems with their peers. Come prepared to talk about your programs and to share success stories and materials.

Salons G - H
(upper level)

MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts*

Repeat of the morning session

Salons I - J
(upper level)

Advocacy Workshop

New arts advocates should plan to attend this session to learn how to make their voices heard with state and local decision-makers. June Britt, past President of Virginians for the Arts, Panny Rhodes and John J. "Butch" Davies, former members of the House of Delegates, will lead this annual workshop on how to advocate for public funding of the arts.

Capital
(lower level)

Virginia Art Educators Supervisors Meeting

Continuation of morning session

Monroe
(lower level)

Virginia Music Educators Supervisors Meeting

Continuation of morning session

4:30 p.m.**Annual Meeting of the Virginia Presenters Network**

Salons 1 - 3
(lower level)

WEDNESDAY, JANUARY 27, 2009 continued

5:30 p.m.

Library of Virginia
800 East Broad Street

Reception for Conference Attendees, honoring members of the Virginia General Assembly, *sponsored by Altria*
Library of Virginia, 800 East Broad Street

9:00 p.m.

Suite #1827

Come In Off That Ledge. Join your colleagues in the hospitality suite #1827 sponsored by the Virginia Presenters Network, Richmond Marriott Hotel.

THURSDAY, JANUARY 29, 2009

7:30 a.m.

Salon F (upper level)

Arts Advocacy Day Kick Off Meeting

Continental Buffet Breakfast, *sponsored by Dominion*

8:00 a.m.

Advocacy Instructions, including tips for visits with legislators. Handout materials will be available.

8:30 a.m.

Visits with Legislators

Virginia General Assembly Building, 9th & Broad Streets

**11:00 a.m. -
to 3 p.m.**

CenterStage
600 East Grace Street

Major Arts Institutions Roundtable
CenterStage, 600 East Grace Street

Leaders of the large budget arts organizations of Virginia, those with annual operating budgets of over \$1 million, will gather to discuss topics of interest.